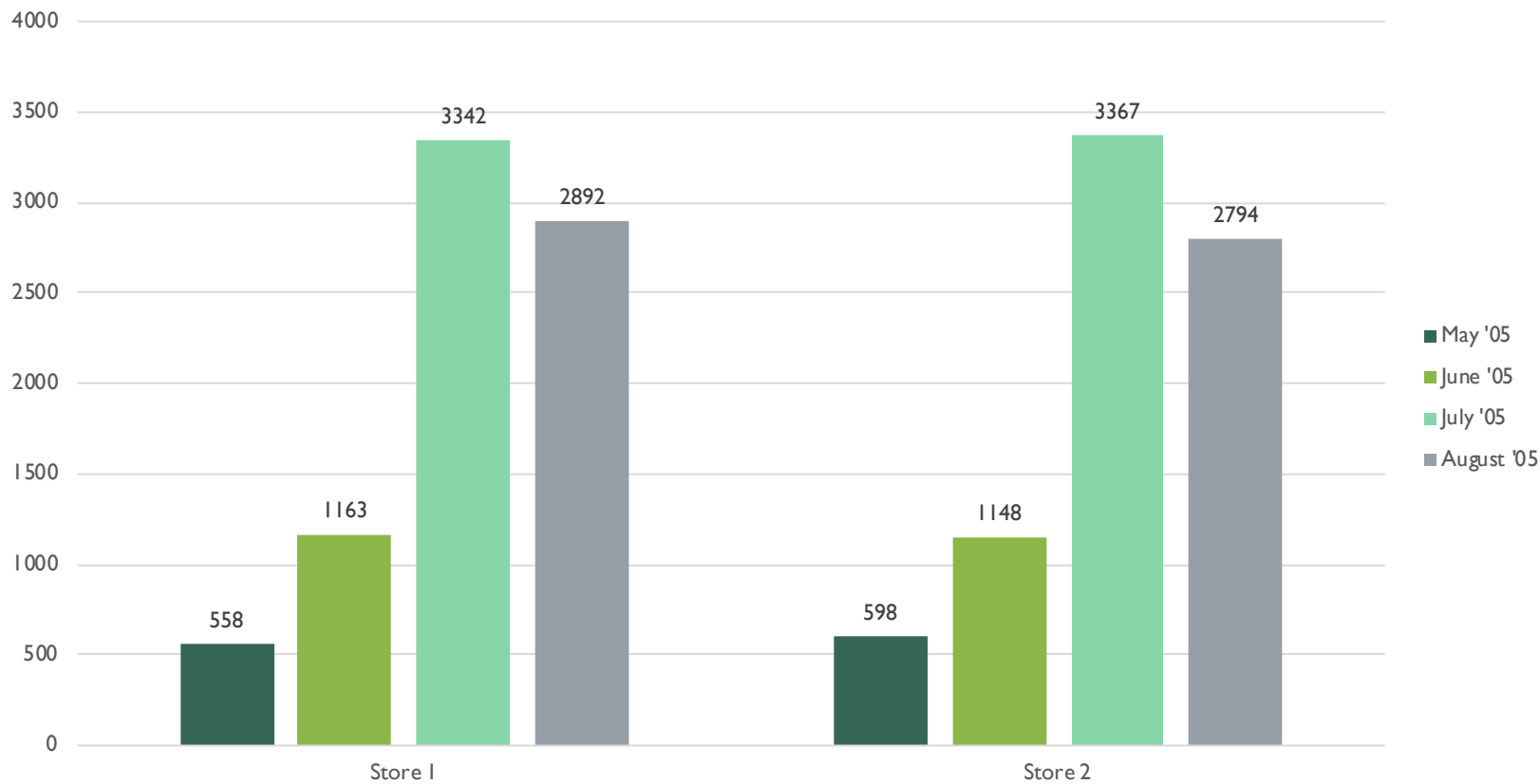
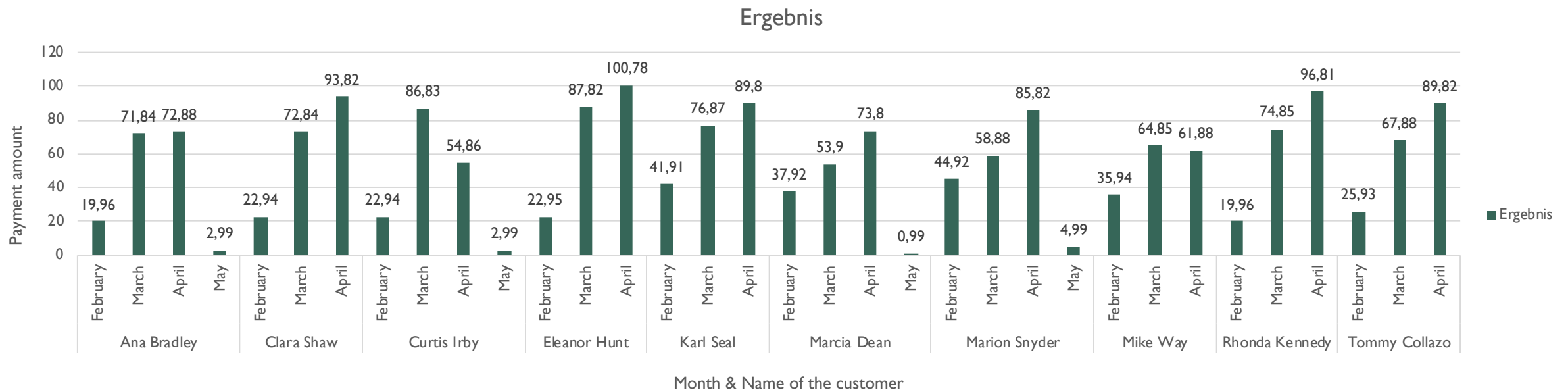


# QUESTION 1: HOW DO THE TWO STORES COMPARE IN TOTAL RENTALS PER MONTH?



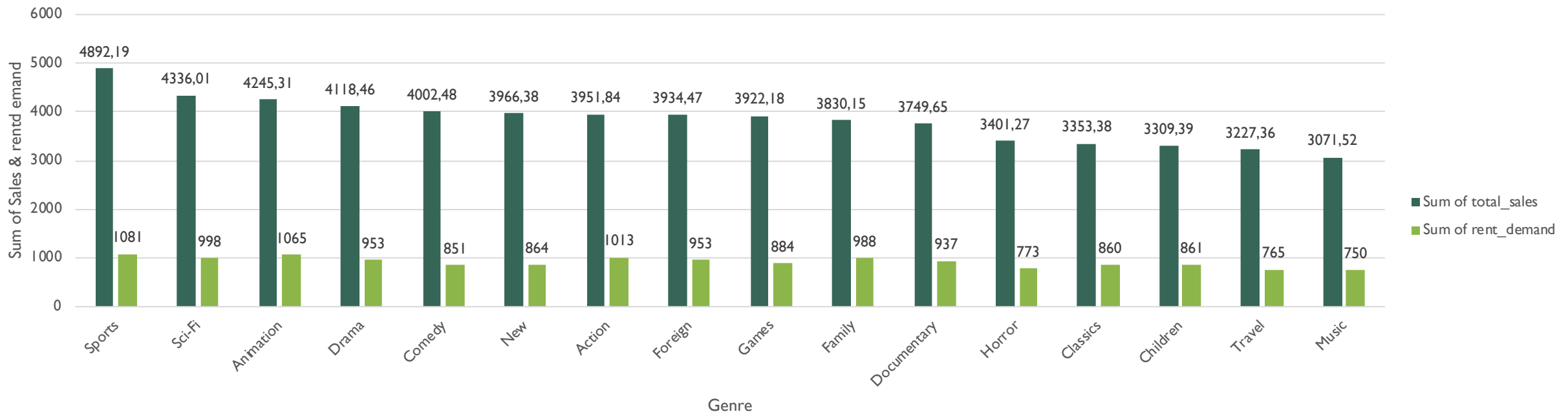
From this slide we can conclude, that both Stores almost perform similarly, and that the month of July was by far the best month in 2005.

## QUESTION 2: WHO ARE THE TOP 10 PAYING CUSTOMERS BY NAME AND HOW MUCH DID THEY PAY PER MONTH?



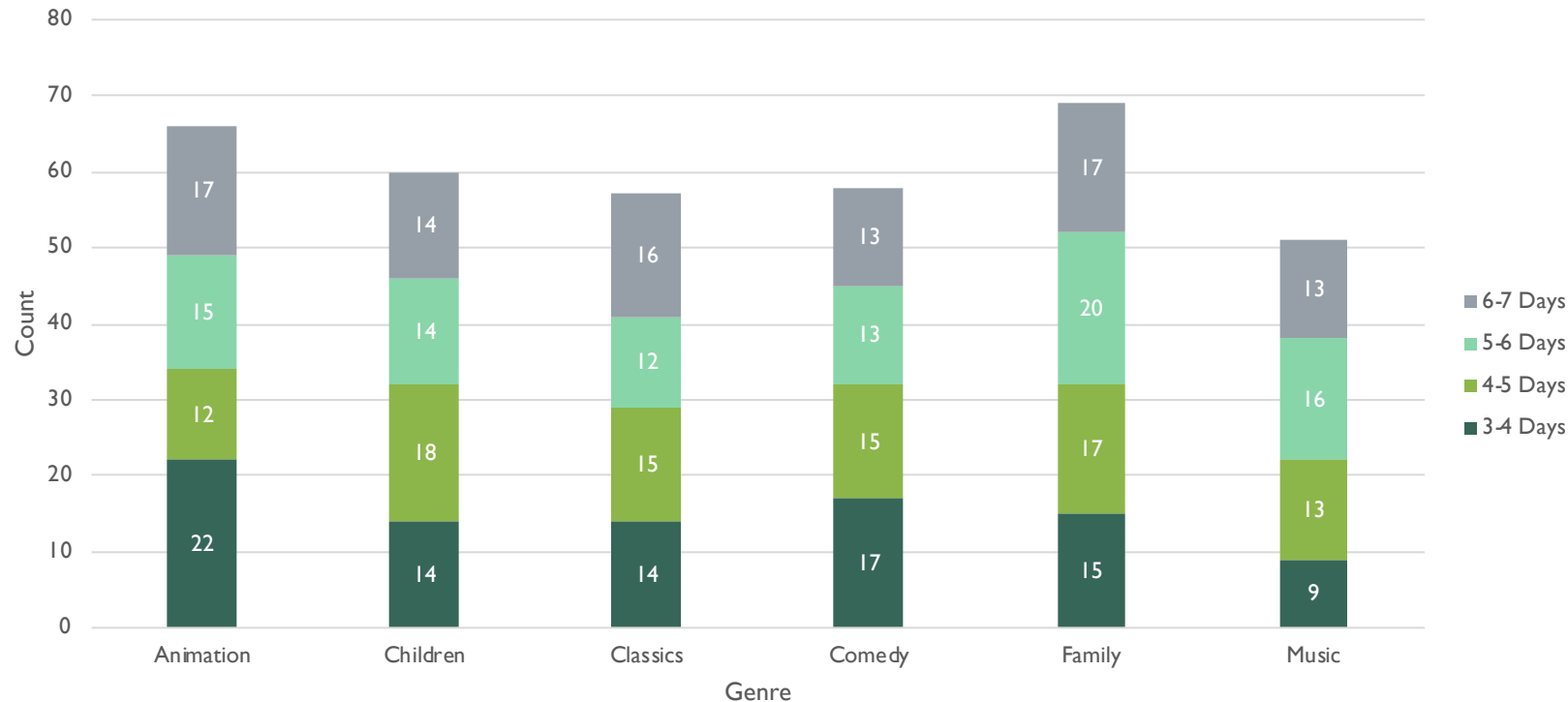
From this slide we can conclude, that May is the worst month in terms of rentals by the Top 10 customers. This might be due to a lack of data for that particular month. The previous month with April was the strongest month.

## QUESTION 3: WHAT ARE THE TOP AND LEAST RENTED (IN-DEMAND) GENRES AND WHAT ARE THEIR TOTAL SALES?



From this slide we can conclude, that the genre Sports is by far the most in-demand genre. In terms of total sales amount as well as the number of times it has been rented. Music is the least in demand as well as has the lowest sales amount. The rest of the data is relatively similar. A small standout is the genre Action, which has a high number of rentals, but a relatively low total sales amount, which indicates, that those films are rented for a short amount of time or for a small price comparatively to other genres.

## QUESTION 4: WHAT IS THE RENTAL DURATION FOR FAMILY-FRIENDLY MOVIE CATEGORIES?



From this slide we can conclude, that the Family category is the most popular category within the genre of family friendly movies as well as it is the one which is rented for the longest period of time. Music is the least popular and rented category.